



From: Tyler Stone ([REDACTED])
To: C.K. Haun ([REDACTED])
CC: Amy Louv ([REDACTED])
BCC:
Subject: Re: Violation? Unbound Medicine - another biz model?
Attachments:
Sent: 04/22/2009 09:54:36 PM 0000 (GMT)

This has been corrected. The Unbound Medicine app used to have an order form within the app which was actually a WebKit view loading an optimized website. They have, as instructed by us, changed that so now their app instead launches Safari and the customer proceeds on the Unbound Medicine website.

Apple Worldwide Developer Relations

On 17 Apr 2009, at 21:02, C.K. Haun wrote:

> No, this is NOT ok and is not what has been described.
> --ck
> On 4/17/09 Amy Louv wrote:
>> **Apple Confidential**
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>>
>> Begin forwarded message:
>>
>>> From: Cindy Lawrence
>>> Date: March 31, 2009 9:39:19 AM PDT
>>> To: Amy Louv
>>> Subject: Violation? Unbound Medicine - "another" biz model?
>>>
>>> How did this get through?
>>>
>>> Cindy
>>>
>>> Begin forwarded message:
>>>
>>>> Have you had a chance to step through the app as it is now
>>>> appearing on the App Store. It looks like it continues to
>>>> violate the Ts and Cs, specifically with In App Commerce. - Note
>>>> the screen shots below.
>>>>
>>>> It also has a portion where there is an in App Demo and then it
>>>> takes you on the the purchase and registration.
>>>>
>>>> Note the description on the app store where it says" ** New 5-
>>>> Minute Clinical Consultant users will need to purchase a
>>>> subscription (\$79.95) before content can be viewed. This can be
>>>> done on your device after the application is installed or from
>>>> our web site."

PX-1709.1

CONFIDENTIAL

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>>>>
>>>> It also says " If you are a new user and interested in learning
>>>> more about 5-Minute Clinical Consult, you may download the
>>>> application and view a short demo or visit the Unbound Medicine
>>>> website. I've shown that below in the screen shots - not sure
>>>> that's within the current Ts and Cs.
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